

ABSTRACT OF THE DISCLOSURE

The present invention is a system and method of automatically providing, via an application service provider (ASP), business performance information in a graphical, dashboard format. Provided in an ASP environment, the present system is intended to reduce or remove the need for managers to produce graphical representations of business performance documents in small and mid-sized businesses. The system works with conventional, off-the-shelf (COTS) accounting and business reporting software, or with custom software through a common interface, to periodically upload information into the ASP's database. Subsequently, users who wish to see one or more indicators of performance of the business may access the information for display in a dashboard format – gauges and other graphical illustrations are used to depict performance (YTD, quarterly, monthly, etc.) for easy assimilation by a viewer.